

REMARKS/ARGUMENTS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

Claims 1-9 are pending in the present application. Claims 1-5 are amended and Claims 6-9 are added by the present amendment.

Claim amendments and new claims find support in the application as originally filed at least at page 18, line 21, to page 19, line 11. Thus, no new matter is added.

In the outstanding Office Action, Claims 1-5 are rejected under 35 U.S.C. § 102(e) as anticipated by Bayer et al. (U.S. Pat. No. 6,311,190, herein “Bayer”). Applicants respectfully traverse that rejection.

Claim 1 is directed to an information providing system that includes, *inter alia*, a registration server and a key server. The registration server includes recording, receiving, selection and transmission means. The key server includes a receiving means for receiving user terminal identification and second transmission means for transmitting a target destination of a contents server to the user terminal which enables the user terminal to download content from the contents server.

In a non-limiting example, Applicants’ Fig. 1 shows an information providing system having a registration server 3 that receives from the user terminal 1 a request for transmission of the user registration form data, user terminal attributes (such as language) and user terminal identification. The registration server 3 selects the registration form data. The user registration form data, as illustrated in Figs. 8 and 9, is transmitted and recorded in the user terminal 1. The registration server 3 receives a user profile based on the form data and records the profile data in the user terminal 1. Finally, the key server 5 receives terminal identification from the user terminal 1 and transmits the content server 4 location information

in the form of a URL back to the user terminal 1 allowing the user to access the content.

Claims 6-8 include similar features but directed to a user terminal.

Applicants respectfully submit that Bayer does not teach or suggest each feature of the independent claims. Bayer describes a system for conducting surveys in multiple languages over the internet.<sup>1</sup> Further, Bayer describes transmitting a survey registration form page with a language selection option.<sup>2</sup> Additionally, Bayer describes sending an email to the user once registration has been completed and the email may include a link to a registration campaign site.<sup>3</sup> However, Bayer does not describe or suggest a key server which transmits a target destination of a content server which enables the user terminal used by the user to access content from the contents server. Instead, Bayer describes that once the registration process is complete an email is sent to the user and the email includes a URL of a registration campaign. The email of Bayer does not *enable* the user terminal to access content, as the user terminal of Bayer is already enabled to access the URL before the registration is complete.<sup>4</sup> In other words, Bayer describes sending an URL, but does not describe sending the target destination of the contents server to the user terminal enabling the user terminal to download content from the contents server.

Accordingly, Applicants respectfully submit that Bayer does not teach or suggest a key server that includes a “transmission means for transmitting a target destination of the contents server which enables the user terminal to download contents from said contents server,” as recited in Claim 1 and as similarly recited in Claims 4-8.

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<sup>1</sup> Bayer, Abstract, lines 1-3.

<sup>2</sup> Bayer, Col. 29, line 64, to page 30, line 15.

<sup>3</sup> Bayer, Col. 30, lines 40-55.

<sup>4</sup> Bayer, Col 18, lines 62-67, states that the URL of a registration campaign may be in an embedded hyperlink offer to a visitor of another site on the network. Therefore the hyperlink is available even before registration on this site.

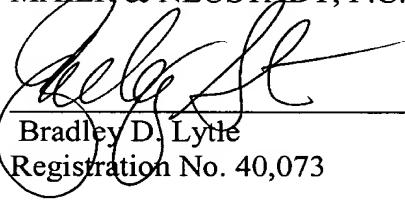
Further, Claim 9 recites an authenticating key sent from the key server to the user terminal. However, Bayer does not describe or suggest sending an authenticating key to the user terminal from the key server thus allowing the user terminal to connect to the key server.

Accordingly, it is respectfully submitted that independent Claim 1 and the claims depending therefrom, are allowable.

Consequently, in light of the above discussion and in view of the present amendment, the present application is believed to be in condition for allowance and an early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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